

June 5, 2020

To: Interested media

ICYMI: Here is a rapid-fire update on what happened over the past week in Turkish economic, trade and business news.

- Turkey's Treasury and Finance Minister announced the government is working on a [comprehensive employment shield package](#) to support jobs through the recovery from COVID-19. Reports suggest the three-month ban on layoffs imposed in April will be extended for another three months.
- Starting from June 10, Turkey plans to gradually [resume flights to 40 countries](#). Domestic flights resumed this week.
- Turkey's Industry and Technology Ministry announced that the [first Turkish-made, high-resolution earth observation satellite](#) is set for launch next year. This will be a major step for the military and civilian sectors, as the satellite will provide high-resolution images using indigenous technology.
- As Turkey looks to economic recovery, several sectors are making positive projections for the rest of the year. In particular, the Turkish furniture sector [aims to increase U.S. exports to \\$1 billion](#), up from last year's \$200 million. The chemical sector, despite facing a difficult period, is set to match last year's [revenue of \\$20 billion in 2020](#).

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From: [Zharina Arnaldo](#)
To: Angela.Dewan@turner.com
Subject: Turkish tourism industry outlines measures to ensure safe reopening in June
Date: 08 June 2020 15:23:00
Attachments: [Conrad Istanbul Bosphorus - gym.jpeg](#)
[Conrad Istanbul Bosphorus - pool menu QR code.jpeg](#)
[Conrad Istanbul Bosphorus - pool social distancing.jpeg](#)
[Conrad Istanbul Bosphorus - elevator.jpeg](#)

Dear Angela,

I hope you're well.

Below you'll find a press release which details what the Turkish tourism industry is doing to ensure a safe reopening. I've also attached some photos for reference.

Please do let me know if you're interested in an interview, or if you need any more information.

Best

Zharina

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PRESS RELEASE

TURKISH TOURISM INDUSTRY OUTLINES MEASURES TO ENSURE SAFE REOPENING IN JUNE

As Turkey prepares to reopen its doors to international visitors by mid-June, the private sector is sharing details about the measures being taken to ensure tourism and hospitality businesses operate safely.

Businesses are introducing procedures and technologies that will enable them to meet and surpass government safety guidelines under the 'new normal'.

Innovative measures being implemented by Turkey's restaurants include replacing paper menus with digital ones accessed by scanning a QR code, using nano silver ion technology to disinfect, and having a designated 'Corona ambassador' on site whose sole job is to make sure staff are complying with guidelines. This is in addition to government-instituted social distancing guidelines including reducing restaurant capacity and keeping tables at least 1.5 meters apart.

Umut Özkanca is CEO of d.ream, which operates some of Turkey's most popular high-end restaurants. He said:

"The COVID-19 pandemic forced restaurants all over the world to shut their doors, but while there was a halt in day-to-day business, the industry hasn't stopped working in the background. Over the past few months, the hospitality industry in Turkey has been developing ways to operate safely in this environment.

"We at d.ream are taking every possible step to guarantee our customers' safety while still providing a relaxing, enjoyable experience. We want diners to see and understand that they can unwind at a great restaurant and not worry about their safety, because we're taking extraordinary precautions. It's about striking the right balance within the new normal. We're looking forward to getting going."

The hotel industry has also been at work preparing to reopen. New measures include upgraded and stricter cleaning protocols, standardising the use of ultraviolet light to detect germs and limiting the number of people using elevators at any one time.

Batu Aksoy, Executive Board Member of the Conrad Istanbul Bosphorus, said:

"We were lucky that we could continue operating the Conrad Istanbul Bosphorus at reduced capacity during the pandemic; as a result, we have learned how to adapt to the situation organically.

"As with most in the hotel business, we are excited about the prospect of reopening to tourists –

but we are making sure that we do it with the right precautions, prioritizing the health and safety of all those involved, and putting newly developed hygiene protocols in place. Our guests come first, and now more than ever they need empathy, clear communication and a well-rounded customer experience. Industry-wide health and safety is being taken extremely seriously – obviously a major global brand like Conrad has its separate level of standards, but hotels of all sizes know they will need to adapt if they want to make it.”

ENDS

Notes to editors:

- Umut Özkanca (d.ream) and Batu Aksoy (Conrad Istanbul Bosphorus) are available for interviews. To put in your request or for further information, please contact Zharina Arnaldo +44 7305 942 961 | zarnaldo@mercuryllc.com.

